WHEREAS, 200 new cases of Lung Cancer will be diagnosed in South Dekota in 1973; and,

WHEREAS, if present rates continue, 200 needless deaths will result from Lung Cancer in South Dakota in 1973; and,

WHEREAS, the American Cancer Society, realizing that 72,000 Americans will die of lung cancer if present rates continue; and,

WHEREAS, only nine per cent of all lung cancers are being saved; and,

WHEREAS, the American Cancer Society's "I Quit" Smoking Program utilizing films, speakers, and anti-cigarette messages through media areas has helped some 29 million Americans become non-smokersjand,

WHEREAS, the American Cancer Society, in an effort to motivate adult and teenage smokers to guit and non-smokers not to start:

NOW, THEREFORE, I, RICHARD F. KNEIP, Governor of the State of South Dakota, do hereby proclaim the week of January 7, through January 13, 1973, as

I QUIT SMOKING WEEK

and urgo all residents of South Dakota to support and observe this week.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of South Dakota, in Pierre, the Capital City, this 8th day's of December, in the Year Of Our Lord, Nineteen-Hundred and Seventy-Timo.

RICHARD F. KNEIP, GOVERNOR

ATTEST:

ALMA LARSON, SECRETARY OF STATE